Collapse All Sections Expand All Sections Update Local Check	kDate File Form ton U.C.I.n.
Federal Communications Commission Washington, DC 20554 Approved by OMB 3060-0754 FCC 398 Children's Television Programming Report Form 398 Validation Results	File Form 398 Help
There were no Errors in the Form.	
Based on answering 'No' to question 11, you will be required to submit a PDF exhibit of	once you submit this form
Report reflects information for quarter: 2nd Quarter 2008	,
Licensee Information - (click to hide section) 1. Call Sign Channel Number Community of Licensee KMOV-TV Analog 4 City State County Digital 56 St. Louis Missouri St. Louis Licensee KMOV-TV, Inc.	Zip Code
⊙ Network Affiliation CBS World W	ide Web Home Page Address
O Independent (if applied	cable)
Facility ID Number Previous Call Sign (if applicable)	
770034 License F	Renewal Expiration Date
Analog Core Programming - (click to hide section)	4 (mm/dd/yyyy)
<u>Clear Section</u>	
 State the average number of hours of Core Programming per week broadcast by the 47 C.F.R. Section 73.671(c). 	station. See
3. a. Does the Licensee provide information identifying each Core Program aired on its s including an indication of the target child audience, to publishers of program guide by 47 C.F.R Section 73.673?	station, s as required • Yes O No
b. Identify publishers who were sent information in 3.a.	
The CBS Television Network provides information identifying the core programs it supplies to stations affiliated with the Network, an indication of the target child audience, to the following publishers of program guides: TV Guide, TV Data Technologies, Tribundaries, and Kidsnet Media Guide and News.	including e Media
4. Complete the following for each program that you aired during the past three months Core Programming. Complete the chart below for each Core Program.	that meets the definition of
Program 1	
Clear Program Data Program Program	
Title of Program 1 Origination	
STRAWBERRY SHORTCAKE Network	
Days / Times Program Regularly Scheduled Total times aired at Number of	If preempted, complete
Sundays 7:30am Preemptions	Analog Preemption Report
Length of Program 30 minutes	
Age of Target Child Audience 3 years to 6 years	
Describe the educational and informational objective of the program and how it me Programming.	ets the definition of Core

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shyness. The pro-social meassages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules.

Does the Licens	ee identify the pro	gram by d	isplaying througho	out the program t	he symbol F/I2
Program 2				program c	ne symbol E/I? ⊙ Yes ○ No
?	<u>Clear</u> <u>Program</u> Data	2	<u>Delete</u> <u>Program</u>		
Title of Program				Origination	
CAKE				Network	
Days / Times Pro Scheduled	gram Regularly		times aired at arly scheduled tim	Number of	If preempted, complete
Saturdays 10:30am		13		e Preemptions	Analog Preemption Report
Length of Progra	m	30	minutes	Create	
Age of Target Ch	ild Audience	8	Vears to 12	years	
Describe the edu Programming.	cational and inforr	mational ob	pjective of the pro-	gram and how it	meets the definition of Core
an opportunity for the viewers to lea having a healthy life-style, and other needs of children, has educating and	rn about social and emotional themes su prosocial concepts that are developmen informing children as a significant purpo	il nome, school, play, an ich as the value of hones itally appropriate for this ose, and otherwise meet	elp of three friends, produces a cable acc provides actual instruction regarding spee di household lems, and other forms of cr sty, the importance of personal worth and a age-group. This program is specifically st the definition of Core Programming as s	eative expression. The other level in th self-esteem, the meaning of friendship designed to further the educational and pecified in the Commission's rules.	related to the e episode provides beta the value of linformational
Does the License	e identify the prog	ram by dis	splaying throughou	t the program th	e symbol E/I? • Yes O No
Program 3					5, 11. 9 Tes O No
?	<u>Clear</u> <u>Program</u>		<u>Delete</u>		
Title of Program 3	<u>Data</u>		<u>Program</u>		
CARE BEARS: ADVENTUR				Origination	
Days / Times Prog Scheduled			imes aired at	Network Number of	If preempted, complete
Sundays 7am		1 Egulai	ly scheduled time	Preemptions	Analog Preemption Report
Length of Program		30	 minutes	O Create	
Age of Target Child		5		-	
Describe the educa Programming.	ational and inform	ational obj	years to 7 ective of the progr	years am and how it m	neets the definition of Core
Care Bears are a group of funny, co hearts and their belly badges to hel "emotional intelligence," defined by oneself; recognizing emotions in or	olorful bears, each with a special way p each other and to thwart the evil psychologist Daniel Goleman and ol	y of caring and a belly plots of Grizzle, a bad ther researchers as si	r badge, which unleashes that bear's bear with his own flying lair. Each to lill in five areas: knowing one's emot ally designed to further the education of Core Programming as specified in	special caring power. The bears u	se their caring
Does the Licensee	identify the progra	am by disp	laying throughout	the program the	Symbol F/I? Q Yos Q No
Program 4					symbol E/I? • Yes • No
2	<u>Clear</u> <u>Program</u> <u>Data</u>	1 107-103 (<u>Delete</u> Program		
itle of Program 4	<u>Data</u>	-		0.1.1	
SUSHI PACK				Origination	
ays / Times Progra Cheduled	am Regularly		nes aired at scheduled time	Number of Preemptions	If preempted, complete Analog Preemption Report e
		12		Add and Delete Buttons Below	

Length of Pr	ogram	30 minutes		
Age of Targe	et Child Audience	9 years to	years	
Describe the	e educational and informa	tional objective of the	program and how	it meets the definition of Core
Programmin	g.	January of the	program and now	it fleets the definition of Core
SUSHI PACK is an animal these characters are brou-	ted series featuring an unlikely group of superheroes cons ught to life, and dedicate themselves to fighting crime, inju	isting of four small pieces of Sushi, and a tube of r	nustard. Through an accident involving a	n irradiation process
loyalty, honesty, and self	-confidence, and such behaviors and skills to children. The major educa	ational objectives of the program are to have youn	Viewers learn some important life losses	are associated with the
	e modeled and used by them at home and among their fri children as a significant purpose, and otherwise meets the			day pro-social attitudes ds of children, has
Does the Lic	ensee identify the progra		-	
Durant Li	ensee identify the progra	m by displaying through	phout the program	the symbol E/I?
Preemption :				
SUSHI PACK				
Total Times *	7.7100111	otions for other than E	reaking Num	ber of Preemptions
13	News		Resc	cheduled
	1		1	
* Total Time	s Aired is total times aire	d at regularly schedule	d time plus Numb	er of Preemptions Rescheduled
Add-> 0	Preemption Reports			The reserved area
	SUSHI PACK - Preempt	ion Papart 1		Clear
	CHARGE CORP. TO SHOW OF THE STATE OF THE STA			Data Delet
	Date Preempted / Epison		Date and Time	Is the rescheduled date the
		Rescheduled		second home?
	4/5	4/5 9am		⊙ Yes O No
	If rescheduled, were pr	omotional efforts mad	e to notify the	
	pablic of rescheduled di	ate and time?		⊙ Yes ○ No
	Reason for Preemption			
	O Public Interest O Sp	oorts O Non-breaking	News O Other	
Program 5			news of other	
9 5	Clear			
	<u>Program</u>	<u>Delete</u>		
itle of Dragon	Data	<u>Program</u>		
itle of Progra	m 5		Origination	
	Drogram D		Network	
cheduled		Total times aired at	Number of	If preempted, complete
Sarudays 9:30am		regularly scheduled tir	ne Preemptions	Analog Preemption Report
ength of Prog	ıram	-	O Create	
	Child Audience	rimates	 -	
escribe the e	ducational and information	9 years to 11	years	
ogramming.	and informatio	nal objective of the pr	ogram and how it	meets the definition of Core
INO SQUAD is an animated p	rogram focusing on a group of five ordinary, but diverse t ies of dinosaurs. Their science teacher, with full knowledges	eenagers, who, through an unusual accident have		
il. Each enisode draws on a	and a first right scribbly years, with its social, emotional, en	ducational, recreational, and teenage apost, and to	avide the seconds trief mentor. Her ta	isks are to help them
udy. This program is specific efinition of Core Programming	nices or the high school years, with its social, emotional, e- set of planned educational and informational themes relat ally designed to further the educational and informational as specified in the Commission's rules.	ed to specific pro-social concepts, life-lessons, and needs of children, has educating and informing ch	or selected groups of facts drawn from a dren as a significant purpose, and other	wariety of fields of wise meets the
bes the Licen	see identify the program	by displaying througho	ut the program th	e symbol E/I? • Yes O No
ogram 6			and the second s	, , , , , , , , , , , , , , , , , , , ,
201 A Million Control of the Control	Clear	Doloto		
[?]	Program Pata	<u>Delete</u> <u>Program</u>		
le of Progran	<u>Data</u> n 6	<u> ogram</u>		
The Zoo	. •		Origination	
ys / Times Pi	rogram Regularly T	otal times sized -t	Local	
	J Regularry	otal times aired at	Number of	If preempted, complete

	Scheduled	regularl	y scheduled time	Preemptions	Analog Dros	mantia. D
	Saturdays 10am	13	,	0 Create	Analog Pree	emption Report
	Length of Program	30	minutes			
	Age of Target Child Audience	13	vears to 16	years		
	Describe the educational and information Programming.	nal obje	ctive of the progra	m and how it m	neets the def	nition of Core
	Kent Ehrhardt and St. Louis Zoo President, Dr. Jeffrey Bonner are the Louis Zoo. They talk about each species at the zoo, relaying factual in animal. Other topics include conservation, breeding programs, species children as a significant purpose, and otherwise meets the definition of	ormation that	shows what it takes to care for, fe	ed and maintain the lifestyle	at the St. of each forming	
	Does the Licensee identify the program	by displ	aying throughout t	he program the	symbol E/I?	⊙ Yes ○ No
	ampty Program Reports			es es		
<u>noN</u>	n-Core Educational and Informational Progr	amming	- (click to hide sec	tion)		
<u>5</u> .	Complete the following for each program the tole meet the educational and informational elements of the definition of Core Programmadditional such educational and information	nat you a needs of mina Se	aired during the pa children ages 16 a	st three months	that is speci loes not mee plete chart b	fically designed t one or more elow for each
	add- 1 empty Program Reports					
	onsored Core Programming - (click to hide s					
<u>6.</u>	List Core Programs, if any, aired by other criteria set forth in 47 C.F.R. Section 73.63 broadcast by another station increased.	analog s 1. Also	tations that are spindicate whether t	onsored by the the amount of to	Licensee and otal Core Pro	that meet the gramming
	1 empty Program Reports					
Pro	gram Details					
Digi	tal Core Programming - (click to hide section	n)				
	<u>Clear Sec</u>	tion				
<u>7.</u> a	 State the average number of hours of Co its main program stream. 	re Progra	amming per week l	proadcast by the	e station on	3
b	Did the Licensee broadcast on its main di Programming provided on its analog chan	gital pro	gram stream the s	ame Children's (Core	⊙ Yes ○ No
C	. If 'Yes' to 7b, the Licensee certifies that t provided with respect to its analog channe stream.	he renre	esentations and chile equally with respec	ldren's program et to its main di	information gital program	
	If 'No' to 7c, submit as an Exhibit a State exhibit when you file Form 398 and are di	rectea n	o the contirmation	ccroon)		
	. State the average number of hours per w broadcast by the station on other than its	eek of fr main pr	ee over-the-air dig ogram stream	ital video progra		0
	. State the average number of hours per wo other than its main program stream. See	ek of Co 47 C.F.I	ore Programming b R. Section 73.671			0
<u>9.</u> a.	Does the Licensee provide information ide including an indication of the target child a by 47 C.F.R Section 73.673?	atifying	aach Coma Dua	aired on its sta program guides	ition, as required	⊙ Yes ○ No
b.	Identify publishers who were sent information	ion in 9.	a.			
	The CBS Television Network provides information identifying the core programs it supplies to station the following publishers of program guides: TV Guide, TV Data Technologies, Tribune Media Service identifying the core programs including an indication of the target child sudience, to the following p Services, Beliville News Democrat, Alton Telegraph, Cankoka Dupo Herald, The Daily Standard, Augustication, East St. Louis Monitor, St. Louis Post-Dispatch, St. Louis Argus, State Journal, Video Vic	blishers of program	guides: TV Guide TV Data Technologies To			
<u>10.</u>	Complete the following for each program to of Core Programming. Complete chart below	hat you	aired during the ne	nst three months	that meets	the definition
	1 empty Program Reports		3 400			

the mair previous free digit	ELICENSEE CERTIFY the cional programming program stream) of seven days either of al program streams	fid not consist on the station's ?	of program of main prog	video progr episodes th ram stream	ramming nat had a or on ar	aired on other Iready aired wi nother of the st	than thin the cation's	O Yes ⊙ No
be asked screen.)	bmit as an Exhibit a the repeat limit ar to submit this exhi	bit when you f	file Form 39	e episodes i 8 and are d	nvolved v directed to			
designed t	ational and Informa the following for eac o meet the education ements of the defin dditional such educa	ch program tha onal and inforn ition of Core P	at you aired national nee	during the	past thre	ee months that 16 and under, tion 73.671. (is specifi but does Complete	cally not meet one chart below
Ada-		ıram Reports						
	Programming - (cl							
13. List Core P set forth in another sta	rograms, if any, aird 47 C.F.R. Section : ition increased.	ed by other sta 73.671. Also i	ations that a ndicate whe	are sponsor ther the am	ed by the nount of t	Licensee and total Core Prog	that mee ramming	t the criteria broadcast by
Program ID	Title of Pro	gram	Call Letters	Channel Number	Did Pr	ogramming crease?	Mark fo	or Deletion
1 er	npty Program Repoi	ts			211	i case:		
Program Details	5							
<u> Other Matters -</u>	(click to hide sectio	n)						
14. Complete the the definition	ne following for each on of Core Programm cast on the station's	n analog and d	ligital progra e the chart	am that you below for e	plan to	air for the nex Program, iden	t quarter tifying wh	that meets nether it is
Program	1	5	intan champer	, or both th	iaimeis.			
	<u>Clear</u> <u>Program</u> <u>Data</u>		<u>Delete</u> <u>Program</u>	<u>l</u>				
Title of Pr				Originatio	on			
	ADVENTURES IN CARE-A-1			Network				
Days / Tir Scheduled	nes Program Regula	arly Tota aire	al times to b	e Length of Program	f	Age of Target	Child A	1
Sundays 7an		13		30	minutes			
Programm	he educational and ing.	informational	objective of	the progra	m and ho	ow it meets the	definition	years n of Core
emotions in others:	oup of funny, colorful bears, each with a s o help each other and to thwart the evil pi d by psychologist Daniel Goleman and oth and handling relationships. This program e, and otherwise meets the definition of C	ner researchers as skill in five a	reas: knowing one's emo	tions: managing one's e	englied to loster tr	iliaren's "emotional		
Program 2								
?	<u>Clear</u> <u>Program</u> Data	[2]	<u>Delete</u> <u>Program</u>					
Title of Pro				Originatio	n			
STRAWBERRY S	HORTCAKE			Network	11			
Days / Tim Scheduled	es Program Regular	Total	times to be	Length of		A		
Sundays 7:30		13	7	Program	ainutac	Age of Target (_
Describe th Programmi	e educational and i	nformational o	bjective of t	he program	and how	years years the	to 6 definition	years of Core

In this series, Strawberry Shortcake, a curious, self-confident leader, narrates stories of her and her friends' adventures in the richly-imagined world of Strawberry Land. Using her many positive qualities, Strawberry helps her friends, who share her values but not necessarily her ability to take a broader view, to see beyond their own self-interest. The themes of the stories are designed to have particular relevance for young viewers, focusing on such issues as friendship, fear, self-confidence, sportsmanship, trust and shynness. The pro-social meassages flow naturally from the narrative, as the characters experience concrete (positive and negative) consequences of their actions. This program is specifically designed to further the educational and informational needs of children, has educating and informing children as a significant purpose, and otherwise meets the definition of Core Programming as specified in the Commission's rules. Broadcast on both analog and digital channel

Program 3						
$\boxed{2}$	<u>Clear</u> <u>Program</u>		<u>Delete</u> Program			
Title of Program	<u>Data</u>		riogran			
CAKE		4		Origination		
	ogram Regularly	Tota		Network De Length of		
Saturdays 10:30am		13		Program 30 minute		et Child Audience
Describe the edu Programming.	ucational and info	rmational	objective of	minute	how it meets t	rs to 12 years he definition of Core
about social and emotional themes so	string of useful home, school, play, and ho	ousehold items, and other of personal worth and	er forms of creative expression self-esteem, the meaning of	cable access show. The series is designed cific activities, with hands-on examples re n. The other level in the episode provides. If friendship, the value of having a healthy I ational needs of children, has educating ar nd digital channel	lated to the design and use of various	
Program 4						
?	<u>Clear</u> <u>Program</u> Data		<u>Delete</u> <u>Program</u>			
Title of Program	4			Origination		
At The Zoo				Local		
Days / Times Pro Scheduled	gram Regularly	Tota	I times to be		A C	
Saturdays 10am		13	_	30 minutes	12 1 1/20	t Child Audience
Describe the edu- Programming.	cational and infor	mational o	bjective of	the program and	s 13 year how it meets th	e definition of Core
drilmal. Other tonics include c	onconvotion beaution		The amount winds it to	ow that gives viewers a behind t ikes to care for, feed and mainta nagement. This program has ed d in the Commission's rules.Bro	ain the lifestyle of each	
Program 5						1
2	<u>Clear</u> <u>Program</u> Data	[7]	<u>Delete</u> <u>Program</u>			
Title of Program 5				Origination		
SUSHI PACK				Origination Network		
Days / Times Prog Scheduled	ıram Regularly	Total aired	times to be	Length of	- Particular to	
Saturdays 10:30am		13	1	Program 30 minutes		Child Audience
Describe the educ Programming.	ational and inforn		਼ Djective of tl	ne program and h	years ow it meets the	to 11 years definition of Core
	viors and skills to children. The major of nd such behaviors as teamwork probler	educational objectives of m-solving and cooperate	of the program are to have tion. The program seeks to		PACK are associated with the e-lessons related to such traits as	
Program 6						
?	<u>Clear</u> <u>Program</u> <u>Data</u>	[7]	<u>Delete</u> <u>Program</u>			
Title of Program 6	<u> </u>			Origination		
DINO SQUAD				Origination Network		
Days / Times Progr	am Regularly	—— Total t	imes to be			

Scheduled	aired	Drogene		
Saturdays 11am	13	Program		Child Audience
Describe the educational and informat Programming.	ional objective c	30 n of the program	ninutes [9] year n and how it meets th	s to 11 years e definition of Core
DINO SQUAD is an animated program focusing on a group of five ordinary, but diver from humans into various species of dinosaurs. Their science teacher, with full know maneuver through the experiences of the high school years, with its social, emotion evil. Each episode draws on a set of planned educational and informational themes study. This program is specifically designed to further the educational and informational definition of Core Programming as specified in the Commission's rules. Broadcast on	se teenagers, who, through an unus vledge of their parents and with a fev al, educational, recreational, and teer related to specific pro-social concents	ual accident, become contamin o special abilities of her own, b	nated with a substance that allows them to morph ecomes their mentor. Her tasks are to help them	
1 empty Program Reports				1
15. Does the Licensee publicize the existence	and location of	the station's	Children's Television	0
5 September (1 de 350) da requi	red by 47 C.F.R.	Section 73.3	3526(e)(11)(iii)?	⊙ Yes ○ No
16. Children's Programming Liaison Informat Name	ion			
Liz Mullen			Telephone Number (i	nclude area code)
			314-444-3329	
Address			Email Address	
One Memorial Drive			lmullen@kmov.com	
City State	Z	ip Code		
St. Louis Missouri		63102		
17. Include any other comments or information with the Children's Television Act (or use information on any other non-core educational to air during the next quarter, or any educational and informational value of such and 3. The station does not broadcast are on its main digital stream. WILLFUL FALSE STATEMENTS MADE ON THIS CODE, TITLE 18, SECTION 1001), AND/OR R (U.S. CODE, TITLE 47, SECTION 312(a)(1)), I certify that the statements in this application belief, and are made in good faith.	existing or proph programming by digital by digital programming by d	ational progra losed non-bro to children. S gram strear NISHABLE BY ANY STATION ITURE (U.S. C	mming that you aired padcast efforts that will ee 47 C.F.R. Section 7 m other than FINE AND/OR IMPRISE ILICENSE OR CONSTRUCTIONS OF CONSTRUCTIONS OF CODE, TITLE 47, SECTION OF THE SECTI	y include this quarter or I enhance the 73.671, NOTES 2 ONMENT (U.S. RUCTION PERMIT
Name of Licensee				
KMOV-TV	Sig	nature		
Date				
7/10/2008				
Electronic Filing Operations				
Run checks to look	for data errors			
File Form 399 Send the values to			1.	
Reset data to last Update data into the	updated values.	it can be can	red locally with your b	rowser's File/Save using File/Open

Get a version of this FCC 398 Report for <u>printing</u>.

====> Get <u>Online Filing System User's Manual</u>

====> Get Official FCC 398 Instructions

FCC Form 398 March 2006